



SOCIAL MEDIA PROPOSAL

Bayou Rum Social Media Proposal

Monthly content and community management

€3,500 per month

8 Instagram posts | Pinterest reactivation and management | Content production included | No paid media management

Prepared for Stoli Group

24 September 2026

SCOPE AND INVESTMENT

Monthly scope of work

This proposal covers the focused monthly content package discussed for Bayou Rum. The scope is limited to the services listed below.

Service	Monthly scope
Content	Instagram: 8 posts per month + around 4 supporting Stories
Pinterest	Pinterest: channel reactivation and ongoing management. Every mixology tutorial published as a video pin, accompanied by photos from the same productions.
Formats	A balance of video and static posts (Reels, design, motion design, carousels and photos)
Production	Content production: mixology, product and lifestyle b-roll
Copywriting	Copywriting for Instagram posts and Pinterest pins
Community management	Community management for Instagram and Pinterest
Paid advertising	Not included

Working assumptions

Content will be developed collaboratively with Stoli Group and Bayou Rum, combining content production by Syvrel (mixology, product and lifestyle b-roll) with approved brand materials. Larger or location shoots, travel, talent, creator fees, licensing, ad spend and paid-media management are not included and would require separate approval and quotation. For peak months, additional content can be discussed for an additional fee.

Investment

€3,500 per month

Fees exclude applicable taxes and third-party costs.

Next step

Receive feedback, approve the monthly scope and investment, then begin onboarding and planning.